

**Subject:** Planet Fitness Ribbon Cutting

**From:** Noah Strouse

**Date:** 07/06/2016 01:48 PM

**To:** Mayra Alvarez <[mayra.alvarez@lacity.org](mailto:mayra.alvarez@lacity.org)>, Diana Yedoyan <[diana.yedoyan@lacity.org](mailto:diana.yedoyan@lacity.org)>, Jessica Alvarenga <[jessica.alvarenga@lacity.org](mailto:jessica.alvarenga@lacity.org)>

**CC:** Blair Besten <[blair@historiccore.bid](mailto:blair@historiccore.bid)>, Patti Berman <[patti.berman@dlanc.com](mailto:patti.berman@dlanc.com)>

Dear Mayra,

The Historic Core BID would like to hold a ribbon cutting ceremony to celebrate the opening of national gym chain Planet Fitness's opening on Broadway and 5th. The gym brings an important asset to the community and activates the previously vacant storefront on a difficult stretch of Broadway.

The company has just informed us that their COO will be in town July 18th - 21st and they would like to schedule a ceremony during those dates. Is there any availability on the Councilmember's schedule that week?

Thank you,

Noah



**NOAH STROUSE**  
*Director of Marketing & Services*

209-211 W 5th Street  
Los Angeles, California 90013

[p 213/488-1901](tel:2134881901)  
[c 310/383-6304](tel:3103836304)  
[HistoricCore.BID](http://HistoricCore.BID)

FOLLOW US ON:  
[facebook](#) / [twitter](#) / [instagram](#)

SIGN UP FOR OUR  
NEWSLETTER

24HR HOTLINE:  
[213/239-8336](tel:2132398336)